To: DDA:MSMAIL=RJRWS/RJRPO4/FARMERJ; O=RJREM; P=WSX400; A=RJR; C=US
From: Piscitelli, J
Posted: 5/23/96 13:36
Opened: 5/28/96 13:36
Subject: HESS SIGNATURE BUSINESS PLAN

Attached is an outstanding business plan that KAM Nick Kuruc has put together as a follow up of our negotations with Hess. Nick and I will be finalizing this on Tuesday during a conference call.

Later next week we will submit forecasts, display needs, etc.

It is absolutely imperative that you follow through with manufacturing and distribution to insure the product moved to public warehouses supplying McLane and Tripifoods is not aged/stale product. Hess and RJR will be spending considerable time and money to introduce this category to their stores. Old product would absolutely "kill" this introduction.

Your assistance would be greatly appreciated.

CC: Kuruc, Nick, Letourne, Paul, Young, Mark
DDA:MSMAIL=RJRWS/RJRPO4/SCOTTG; O=RJREM; P=WSX400; A=RJR; C=US
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